Metropolitan Moments . . . . . by Phil Bolt

"It won't do, Marvo—*nobody* likes to see a Calvert Reserve Manhattan disappear *that way*!"

A much better trick is to make one *appear*—this way: *Use ¼ sweet vermouth, ¼ dry vermouth, ½ Calvert Reserve (that's the magic of it!), dash of bitters. Stir (don't shake) with ice; strain and serve with cherry.* How wonderfully Calvert Reserve *blends with*—never overpowers—other ingredients! Rare, pre-war quality makes it "*the choicest whiskey you can drink or serve*"!

Calvert Distillers Corp., N.Y.C. Blended Whiskey: 86.8 Proof—65% Grain Neutral Spirits.

Metropolitan Moments . . . . . by Chon Day

"Stop! A shipment just arrived—you can make your Manhattan with Calvert Reserve *after all!*"

Good news! There is a supply of Calvert Reserve on hand—ready to save *your* next Manhattan. And *this* whiskey *blends with*—never overpowers—the other ingredients in a mixed drink. Yes, we've kept Calvert Reserve prewar in quality, with that delectable "soft" flavor that can't be imitated. In these times, especially, Calvert Reserve is..."*the choicest you can drink or serve*".

Calvert Distillers Corp., N.Y.C. Blended Whiskey: 86.8 Proof—65% Grain Neutral Spirits.

"His first move is always brilliant—he sets up the Calvert Reserve Old Fashioneds!"

You'll win over any man—in just nine moves—when you set up an Old Fashioned like this: *Take 1 lump sugar, 2 dashes bitters, dash of soda, and muddle. Add cube of ice and jigger of Calvert Reserve (bravo!). Add twist of lemon peel, cherry, slice of orange.* Congratulations! Nothing tops the pre-war quality, the super "soft" flavor of Calvert Reserve..."*the choicest you can drink or serve.*"

Calvert Distillers Corp., N.Y.C. Blended Whiskey: 86.8 Proof—65% Grain Neutral Spirits

Metropolitan Moments . . . . . by Gil

"You can't blame him for wanting the world to know he's ordered a Calvert Reserve Manhattan!"

Definitely a sign of excellent taste—when you order your Manhattan made with Calvert Reserve! You see, this wonderful whiskey *blends with*—never overpowers—the other ingredients. And its superb "soft" flavor is sheer pre-war *poetry*—whether in cocktail, highball, or neat. So give the waiter the high sign for Calvert Reserve..."*the choicest you can drink or serve*".

Calvert Distillers Corp., N.Y.C. Blended Whiskey: 86.8 Proof—65% Grain Neutral Spirits.

Metropolitan Moments . . . . . by Garrett Price

"I'll carry this myself. It's priceless—full of Whiskey Sours made with Calvert Reserve"

And carry the recipe, too—next to your heart: *1 teaspoon sugar, juice of ½ lemon and ½ lime, jigger of Calvert Reserve (you can get it!). Shake well with ice cubes. Strain into 4 oz. glass. Add slice of orange.* What a Whiskey Sour! What pre-war quality! What "softness" of flavor! What are you waiting for? Step out for some Calvert Reserve..."*the choicest you can drink or serve*"!

Calvert Distillers Corp., N.Y.C. Blended Whiskey: 86.8 Proof—65% Grain Neutral Spirits

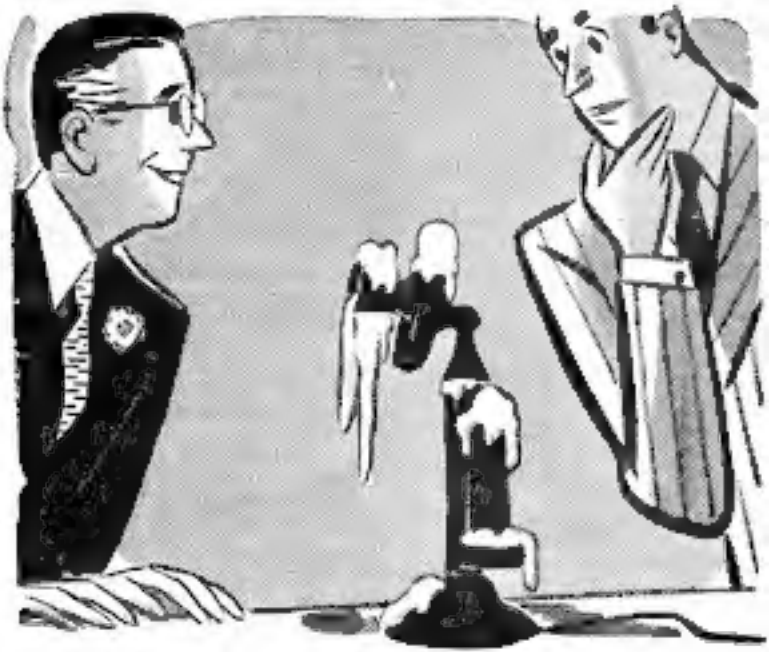
Metropolitan Moments . . . . . by Rose

"It's my back, doc. So many people patted me after I'd served cocktails made with Calvert Reserve"

To back this up, may we refer you to the nearest bar for a cocktail made with this wonderful whiskey? You'll find Calvert Reserve *blends with*—never overpowers—your other ingredients. You see, it's *pre-war* in quality, *super-soft* in flavor. Perfect in any cocktail, any highball, or "neat". Just be sure you specify Calvert Reserve . . . *"the choicest whiskey you can drink or serve"*.

Calvert Distillers Corp., N.Y.C. Blended Whiskey: 86.8 Proof—65% Grain Neutral Spirits.

Metropolitan Moments . . . . . by H. Williamson



"All I did was 'phone for a delectable Cola Cooler made with Calvert Whiskey!"

You've got the number of *any* heat wave when you combine Calvert with your favorite Cola drink. Dee-licious! For this luxury whiskey has the happy faculty of *blending with*—never overpowering—the flavor. Matter of fact, that's why ALL tall drinks taste better with Calvert! So, whatever you quaff for coolness, make it with Calvert..."*the Whiskey with the Happy Blending*".

Calvert Distillers Corporation, New York City

Metropolitan Moments . . . . . by Jaro Fabry

"It's our new rocket delivery... people just can't wait for Manhattans made with Calvert Reserve!"

Your popularity will skyrocket when you serve Manhattans made with Calvert Reserve. For this extra-luxury whiskey has the knack of *blending with*—rather than overpowering—the other ingredients in mixed drinks. And its unique "soft" flavor has a way with palates! Don't delay in trying a Manhattan made with Calvert Reserve..."*the choicest you can drink or serve*".

Calvert Distillers Corporation, New York City
Blended Whiskey: 86.8 Proof—65% Grain Neutral Spirits.

Metropolitan Moments . . . . . by John Fabry

"And this is for six months' service of Calvert Reserve Old Fashioneds—without spillage, of course"

A man certainly earns his bottle stripes (ouch!) when he serves you Old Fashioneds made like this: *Take 1 lump sugar, 2 dashes bitters, dash of soda, and muddle. Add cube of ice and jigger of Calvert Reserve (oh, boy!) Add twist of lemon peel, cherry, slice of orange.* S-m-o-o-t-h! It's because Calvert Reserve is every drop pre-war quality...far and away "*the choicest you can drink or serve*"!

Calvert Distillers Corp., N.Y.C. Blended Whiskey: 86.8 Proof—65% Grain Neutral Spirits.

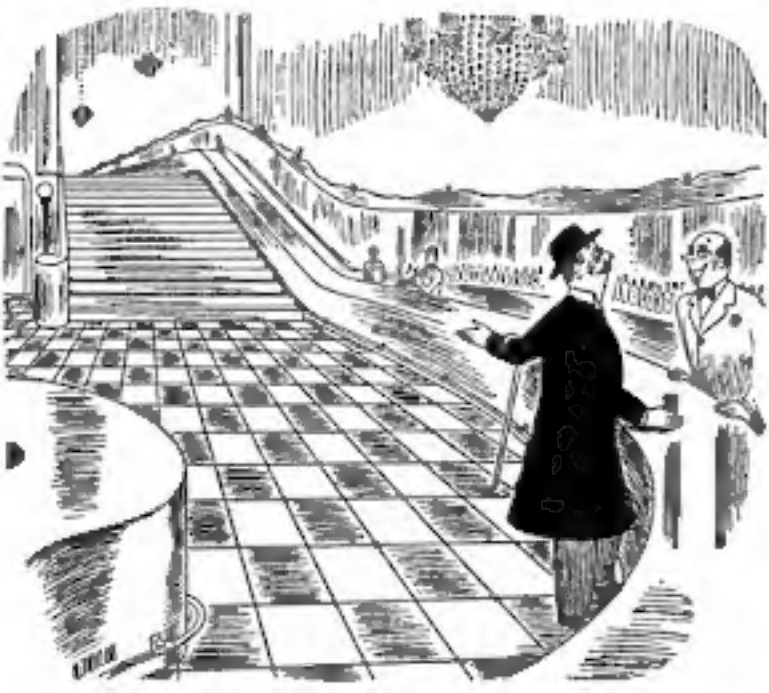
Metropolitan Moments . . . . . by R. TAYLOR

"Hey, Joe—look at the great big head I got for making Mr. Braxton's Old Fashioned with Calvert Reserve!"

You've got to hand it to the genius who makes an Old Fashioned like this: *Take 1 lump sugar, 2 dashes bitters, dash of soda, and muddle. Add cube of ice and jigger of Calvert Reserve* (APPLAUSE!). *Add twist of lemon peel, maraschino cherry, slice of orange.* (CHEERS AND WHISTLES!) Yes, Calvert Reserve's pre-war "softness" of flavor makes it *"the choicest whiskey you can drink or serve."*

Calvert Distillers Corp., N.Y.C. Blended Whiskey: 86.8 Proof—65% Grain Neutral Spirits.

Metropolitan Moments . . . . . by [illegible]



"We had to lengthen the bar when we started featuring Calvert Reserve"

Bar none, all customers agree that Calvert Reserve's marvelous combination of pre-war quality and amiable lightness make it a favorite anywhere! Another reason for such popularity is, of course, Calvert Reserve's really magnificent mellowness and flavor. Try it—see why Clear Heads Choose...

Calvert *Reserve*

"THE CHOICEST YOU CAN DRINK OR SERVE"

Calvert Distillers Corp., N.Y.C. Blended Whiskey: 86.8 Proof—65% Grain Neutral Spirits

Metropolitan Moments . . . . . by Wisdom

"Well, *isn't* it a feather in my cap whenever I make a Manhattan with Calvert Reserve?"

Without reservation, the chief of *all* Manhattans is that noble one made with Calvert Reserve. For this extra-quality whiskey has the joyous knack of *blending with*—not overpowering—the other ingredients in mixed drinks. And you'll give several whoops of delight over its superb "soft" flavor. Have your next Manhattan made with Calvert Reserve..."*the choicest you can drink or serve*".

Calvert Distillers Corporation, New York City
Blended Whiskey: 86.8 Proof—65% Grain Neutral Spirits.

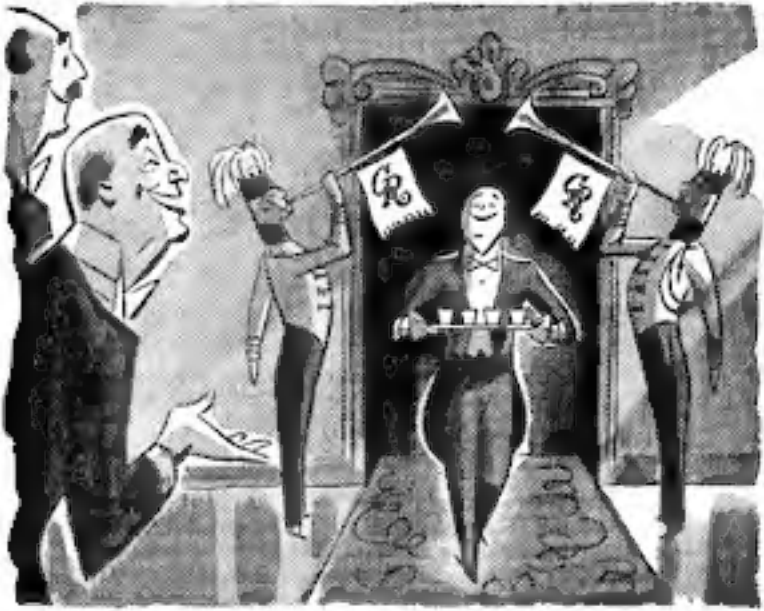
Metropolitan Moments . . . . . by Wisdom

"He thinks he's big stuff because he got a holiday gift of Calvert Reserve"

A gift that's definitely head and shoulders above others is Calvert Reserve. This extra-quality whiskey has a festive way of brightening holiday punch. Its "soft" flavor is superb in a highball or neat. And it has the knack of *blending with*—rather than overpowering—the ingredients of a mixed drink. Check over your gift list. Solve the *important* questions with Calvert Reserve..."*the choicest you can give or serve*".

Calvert Distillers Corporation, New York City
Blended Whiskey: 86.8 Proof—65% Grain Neutral Spirits.

Metropolitan Moments . . . . . by Wisdom



"Parkins insists on a fanfare when he serves Old Fashioneds made with Calvert Reserve"

The Old Fashioned fan fares best (excuse it, please!) when his drink is made with Calvert Reserve. For this extra-quality whiskey has the rare ability to *blend with*—rather than overpower—the other ingredients in mixed drinks. And its delectable "soft" flavor completes the perfection. Next time, give new zest to your Old Fashioned with Calvert Reserve..."*the choicest you can drink or serve*".

Calvert Distillers Corporation, New York City
Blended Whiskey: 86.8 Proof—65% Grain Neutral Spirits.